SESSION 28 · UNIT 3 — LIGHT & BRIEF · Critique 3 · Apr 20, 2027

Return to Brodovitch

Unit 3 lands

The brief is complete — did the work astonish?

Image pending — see Image Checklist for sourcing links.

> *"Astonish me!"*
>
> — Alexey Brodovitch, his repeated instruction to students, quoted in Andy Grundberg, Brodovitch, 1989

KEY WORKS

- Return to the Brodovitch Harper's Bazaar layouts from Session 22
- Student work from the Estée Lauder brief — on the wall

CONTEXT

The brief is complete. The work is in the room. Brodovitch's instruction — 'Astonish me' — is the critique standard. Did the constraint produce something the student couldn't have made without it? This critique also serves as the launch of Unit 4: proposal documents due, concept statements in development.

WHY THIS PHOTOGRAPHER

Returning to Brodovitch after the brief allows students to evaluate their work through the eyes of the art director. What would Brodovitch have said? That question is more useful than asking what a teacher thinks.

DISCUSSION QUESTIONS

1. Did the brief make your work better or worse? What did the constraint give you that freedom wouldn't have?
2. You are about to make work that is entirely your own. What did working for a client teach you about working for yourself?